

1 ~~4. A method of controlling a receiver station including the steps of:~~

2 detecting a presence or absence of a cablecast signal transmitted from a remote

3 station;

4 selecting a broadcast signal for reception based on said step of detecting the  
5 presence or absence of said cablecast signal; and

6 receiving said broadcast signal based on said step of selecting said broadcast  
7 signal for reception.

8 5. The method of claim 3, further comprising the steps of:

9 controlling a switch to select a cablecast signal input; and

10 communicating a signal from said selected cablecast signal input to a receiver.

11 6. The method of claim 4, further comprising the steps of:

12 controlling a switch to select a broadcast signal input; and

13 communicating a signal from said selected broadcast signal input to a receiver.

14 7. The method of claim 3 or claim 4, further having one step from the group  
15 consisting of:

16 programming a processor to control a switch to select a broadcast or cablecast  
17 input;

18 programming said receiver station with a plurality of transmission standards for  
19 receiving signals from one or more remote sources;

20 programming a processor to assemble, identify, or respond to digital signals

21 ~~detected in a broadcast or cablecast transmission;~~

1 ~~programming a processor to communicate control signals to one or more~~  
2 controllable devices;  
3 programming a processor to respond to an instruct-to-react signal; and  
4 programming said receiver to communicate with a remote station via  
5 telecommunications network.

6 8. The method of claim 3 or claim 4, wherein a processor processes a code or  
7 datum designating a television channel or a television program, said method further  
8 having one step of the group consisting of:

9 controlling a tuner to tune a receiver to receive the television channel or  
10 television program designated by said outputted code or datum;

11 controlling a selective transmission device to input to a control signal detector at  
12 least some portion of the television channel or television program designated by said  
13 outputted code or datum;

14 controlling a control signal detector to search for one or more control signals in  
15 the television channel or television program designated by said outputted code or  
16 datum;

17 controlling a selective transmission to input to a computer control signals  
18 detected in the television channel or television program designated by said outputted  
19 code or datum;

20 controlling a computer to respond to control signals detected in the television  
21 channel or television program designated by said outputted code or datum;

22 controlling a television monitor to display video or audio contained in the  
23 television channel or television program designated by said outputted code or datum;

~~controlling a video recorder to record or play video or audio contained in the~~  
television channel or television program designated by said outputted code or datum;

and

~~controlling a selective transmission device to communicate to a video recorder or~~  
~~a television monitor the television channel or television program designated by said~~  
~~outputted code or datum.~~

9. The method of claim 3 or claim 4, wherein a processor processes a code or  
datum designating one or more specific channels of a multichannel cable or broadcast  
signal, said method further having one step of the group consisting of:

controlling a tuner to tune a converter to receive the one or more specific  
channels designated by said outputted code or datum;

controlling a selective transmission device to input to a control signal detector at  
least some portion of the one or more specific channels designated by said outputted  
code or datum;

controlling a control signal detector to search for one or more control signals in  
the one or more specific channels designated by said outputted code or datum;

controlling a selective transmission to input to a computer control signals  
detected in the one or more specific channels designated by said outputted code or  
datum;

controlling a computer to respond to control signals detected in the one or more  
specific channels designated by said outputted code or datum;

controlling a television monitor to display video or audio contained in the one or  
more specific channels designated by said outputted code or datum;

1 ~~controlling a video recorder to record or play video or audio contained in the one~~  
2 or more specific channels designated by said outputted code or datum; and  
3 controlling a selective transmission device to communicate to a storage device or  
4 an output device the one or more specific channels designated by said outputted code  
5 or datum.

6 10. The method of claim 3, further comprising one step of the group  
7 consisting of:

8 inputting an instruct-to-contact signal to a processor based on said step of  
9 receiving said cablecast signal;

10 inputting an instruct-to-select signal to a computer based on said step of  
11 receiving said cablecast signal;

12 inputting an instruct-to-generate signal to a computer based on said step of  
13 receiving said cablecast signal;

14 inputting an instruct-to-coordinate signal to a computer based on said step of  
15 receiving said cablecast signal;

16 inputting an instruct-to-overlay signal to a computer based on said step of  
17 receiving said cablecast signal;

18 inputting an instruct-to-transmit signal to a computer based on said step of  
19 receiving said cablecast signal;

20 inputting to a computer a signal unit assembled in a network based on said step  
21 of receiving said cablecast signal; and

22 inputting to a computer executable code assembled in a network based on said  
23 ~~step of receiving said cablecast signal~~

1 ~~11. The method of claim 4, further comprising one step of the group~~

2 consisting of:

3 inputting an instruct-to-contact signal to a processor based on said step of

4 receiving said broadcast signal;

5 inputting an instruct-to-select signal to a computer based on said step of

6 receiving said broadcast signal;

7 inputting an instruct-to-generate signal to a computer based on said step of

8 receiving said broadcast signal;

9 inputting an instruct-to-coordinate signal to a computer based on said step of

10 receiving said broadcast signal;

11 inputting an instruct-to-overlay signal to a computer based on said step of

12 receiving said broadcast signal;

13 inputting an instruct-to-transmit signal to a computer based on said step of

14 receiving said broadcast signal;

15 inputting to a computer a signal unit assembled in a network based on said step

16 of receiving said broadcast signal; and

17 inputting to a computer executable code assembled in a network based on said

18 step of receiving said broadcast signal.

19 12. The method of claim 3 or claim 4, wherein an instruct-to-react signal is  
20 communicated or responded to by a computer, said method further comprising the  
21 steps of:

22 inputting at least some portion of said broadcast or cablecast signal to a control

23 ~~signal detector; and~~

1 ~~outputting said control signal detector to said computer.~~

2 13. The method of claim 3, wherein said received cablecast signal is received  
3 in or in consequence of information communicated via telecommunications network,  
4 said method further comprising the step of communicating to a remote station a code or *some*  
5 datum designating information contained in or to be delivered in said received  
6 cablecast signal.

7 14. A method of controlling one or more of a plurality of receiver stations  
8 each of which includes a receiver, a signal detector, a processor, and with each said  
9 receiver station adapted to detect the presence of one or more control signals and  
10 programmed to process downloadable executable code, said method of controlling  
11 comprising the steps of:

12 (1) receiving at a transmitter station some downloadable executable code  
13 which is effective at a receiver station to perform one of the group consisting of:

14 (a) selecting and receiving a cablecast signal based on the  
15 presence or absence of a broadcast signal; and

16 (b) selecting and receiving a broadcast signal based on the  
17 presence or absence of a cablecast signal;

18 (2) transferring said downloadable executable code from said transmitter  
19 station to a transmitter;

20 (3) receiving one or more *some* control signals at said transmitter station, said one  
21 or more control signals ~~operate to execute said downloadable executable code; and~~

1 (4) transferring said one or more control signals from said transmitter station  
2 to said transmitter, and transmitting an information transmission comprising the  
3 downloadable executable code and one or more control signals.

4 15. The method of claim 14, wherein said downloadable executable code or  
5 some identification data in respect of said downloadable executable code are embedded  
6 in a television signal.

7 16. The method of claim 14, wherein a television program is displayed at a  
8 receiver station and said downloadable executable code programs said receiver station  
9 processor or computer to output video, audio, or text in the context of said television  
10 program or to process a viewer reaction to said television program or to select  
11 information that supplements said television program content.

12 17. The method of claim 14, wherein said one or more control signals  
13 incorporate some of said downloadable executable code.

14 18. A method of controlling a receiver station, said receiver station in a  
15 network having a remote intermediate transmitter station and one or more receiver  
16 stations, with said remote intermediate transmitter station including a broadcast or  
17 cablecast transmitter for transmitting one or more signals which are effective at said  
18 receiver station to instruct a computer or processor, a plurality of selective transmission  
19 devices each operatively connected to said broadcast or cablecast transmitter for  
20 communicating a unit of data, a data receiver, a control signal detector, and a controller  
21 or computer capable of controlling one or more of said selective transmission devices,

1 ~~and with said remote transmitter station adapted to detect a presence of one or more~~  
2 ~~control signals, to control the communication of specific instruct signals in response to~~  
3 ~~detected specific control signals, and to deliver at said broadcast or cablecast transmitter~~  
4 ~~one or more instruct signals, said method of communicating comprising the steps of:~~

5 (1) receiving an <sup>saw</sup> instruct signal to be transmitted by the remote intermediate  
6 data transmitter station and delivering said instruct signal to a <sup>same</sup> transmitter, said instruct  
7 signal being effective at a receiver station to perform one of the group consisting of:

8 (a) selecting and receiving a cablecast signal based on a  
9 presence of absence of a broadcast signal; and

10 (b) selecting and receiving a broadcast signal based on a  
11 presence of absence of a cablecast signal;

12 (2) receiving one or more control signals which at the remote intermediate  
13 data transmitter station operate to control communication of said instruct signal; and

14 (3) transmitting said one or more control signals to said transmitter before a  
15 specific time.

16 19. The method of claim 18, further comprising the step of embedding a  
17 specific one of said one or more control signals in said instruct signal or in an  
18 information transmission containing said instruct signal before transmitting said  
19 instruct signal to said remote transmitter station.

20 20. The method of claim 18, wherein said specific time is a scheduled time of  
21 transmitting said instruct signal or some information associated with said instruct  
22 signal from said remote intermediate data transmitter station and said one or more



1 ~~control signals are effective at said remote intermediate data transmitter station to~~  
2 ~~control one or more of said plurality of selective transmission devices at different times.~~

3 21. A method of controlling one or more receiver stations, said one or more  
4 receiver stations in a network of a plurality of receiver stations each of which includes a  
5 broadcast or cablecast signal receiver, at least one processor, a signal detector, said  
6 signal detector adapted to receive signals from a broadcast or cablecast signal, and said  
7 processor programmed to respond to signals from said detector, and said method of  
8 controlling comprising the steps of:

9 (1) receiving at a broadcast or cablecast transmitter station an instruct signal  
10 which is effective at said plurality of receiver stations to perform one of the group  
11 consisting of:

- 12 (a) selecting and receiving said cablecast signal based on a  
13 presence of absence of said broadcast signal; and  
14 (b) selecting and receiving said broadcast signal based on a  
15 presence of absence of said cablecast signal;

16 (2) transferring said instruct signal from said transmitter station to a  
17 transmitter;

18 (3) receiving one or more control signals at said transmitter station, said  
19 control signals designating at least one receiver station of said plurality of receiver  
20 stations in which said instruct signal is addressed; and

21 (4) transferring said one or more control signals from said transmitter station  
22 to said transmitter, said transmitter station broadcasting or cablecasting said instruct  
23 signal and said one or more control signals to said plurality of receiver stations.

1 22. The method of claim 21, wherein said instruct signal or said control signal  
2 is embedded in the non-visible portion of a television signal or a multichannel  
3 broadcast or cablecast signal that contains video.

4 23. The method of claim 21, wherein said one or more control signals  
5 identifies two of said plurality of receiver stations asynchronously and each of said two  
6 receiver stations receive and respond to said instruct signal asynchronously.

7 24. The method of claim 21, wherein a switch communicates signals  
8 selectively from a receiver and a memory or recorder to said transmitter, said method  
9 further comprising one from the group consisting of:

10 detecting a signal which is effective at the transmitter station to instruct  
11 communication;

12 determining a specific signal source from which to communicate a signal to said  
13 transmitter;

14 controlling said switch to communicate a signal to said transmitter in response to  
15 a signal

16 which is effective at the transmitter station to instruct communication;

17 controlling said switch to communicate a signal from a selected signal source;

18 and

19 controlling said switch to communicate to said memory or recorder a signal

20 which is effective at the receiver station to instruct.

1 ~~25. The method of claim 21, wherein a controller controls a switch to~~  
2 communicate to said transmitter a selected signal, further comprising one from the  
3 group consisting of:  
4 detecting a signal which is effective at the transmitter station to instruct  
5 transmission;  
6 inputting to said controller a signal which is effective to control said switch;  
7 controlling said switch to communicate one or more signals according to a  
8 transmission schedule;  
9 controlling said switch to communicate from a specific one of a plurality of signal  
10 sources; and  
11 controlling said switch to communicate a signal to a selected one of a plurality of  
12 transmitters.

13 26. The method of claim 21, further comprising one from the group consisting  
14 of:  
15 transmitting to a receiver station one or more data that designate a time or a  
16 channel of transmission of said instruct signal or that specify the title of or some subject  
17 matter contained in a unit of mass medium programming or data associated with said  
18 instruct signal; and  
19 transmitting to a receiver station a control signal to cause said receiver station to  
20 tune to a broadcast or cablecast transmission containing a specific instruct signal.

21 27. The method of claim 21, wherein said one or more control signals further  
22 ~~comprise downloadable executable code targeted to said processor at one or more of~~